

**Amendments to the Claims**

This listing of claims will replace all prior listings of claims in the application.

**Listing of Claims**

1. (Currently amended) Price indication label comprising an attachable at least partially transparent label body which has a price indication region capable of indicating a current price and an advertisement region capable of advertising information for sales promotion, surface material of the price indication region and surface material of the advertisement region being different from each other, wherein at least a part of the surface material of the advertisement region comprises a see through material for enabling reading of printed information provided on a surface of a separate merchandise tag that the label is attached to.

2. (Previously presented) Price indication label as in Claim 1, wherein at least one of the surface materials of the price indication region and the advertisement region comprises a different colored ink than the other one of the regions.

3. (Previously presented) Price indication label as in Claim 1, wherein at least one of the surface materials of the price indication region and the advertisement region comprises a thermo sensitive multi color fixing agent.

4. (Cancelled)

5. (Previously presented) Price indication label as in Claim 1, wherein the see through material has a cancel indication mark for blocking a portion of the printed information viewable through the see through material when attached to a tag.

6. (Previously presented) Price indication label as in Claim 1, comprising a layer of adhesive material at a back surface of the label at least corresponding to the price indication region.

7. (Previously presented) Price indication label as in Claim 6, wherein at least a part of the advertisement region is capable of being folded towards the back surface of the label to glue a folded part to the back surface so as to be unattached.

8. (Previously presented) Price indication label as in Claim 7, including a fold line having perforations for enabling folding of the folded part.

9. (Currently amended) Method for indicating a current price by providing a price indication label comprising an attachable at least partially transparent label body which has a price indication region capable of indicating a current price and an advertisement region capable of advertising information for sales promotion, the current price being indicated by using a different color from colors of the advertisement region, wherein at least a part of the label body in the advertisement region comprises a see through material for enabling viewing of printed information provided on a surface of a separate merchandise tag, and attaching the label to the merchandise tag allowing viewing of printed information therethrough.

10. (Previously presented) Method as in Claim 9, wherein the current price is indicated by using the surface color of the price indication region.

11. (Cancelled)

12. (Currently amended) Method for applying a price indication label to a separate merchandise tag, the price indication label comprising an attachable at least partially transparent label body which has a price indication region capable of indicating a current price, a slogan advertisement region capable of advertising information for sales promotion, and a transparent advertisement region enabling viewing of printed information therethrough provided on a surface of the merchandise tag, the price indication label comprising a layer of adhesive material provided on a back surface corresponding to the price indication region and including the steps of:

aligning the transparent advertisement region with printed information on the merchandise tag; and

attaching the label body of the price indication label to the surface of the merchandise tag so as to enable at least some of the printed information on the surface of the merchandise tag to be viewable through the transparent advertisement region of the price indication label.

13. (Previously presented) Method for indicating a current price by applying a price indication label comprising an attachable label body which has a price indication region capable of indicating a current price and an advertisement region capable of advertising information for sales promotion to a tag, and folding a part of the advertisement region toward a back surface of the label body in order to glue to the back surface.

14-16. (Cancelled)

17. (Previously presented) The method for applying a label to a merchandise tag as in Claim 12, including providing a cancellation mark in the transparent advertisement region, wherein the step of aligning the transparent advertisement region comprises canceling out with the cancellation mark a

portion of a displayed price on the merchandise tag that is viewable through the transparent advertisement region.

18. (Previously presented) The method for applying a label to a merchandise tag as in Claim 17, including the step of peeling the label from a backing sheet before aligning the transparent advertisement region with a displayed price on the merchandise tag.

19. (Previously presented) The method for applying a label to a merchandise tag as in Claim 12, including the step of peeling the label from a backing sheet before aligning the transparent advertisement region with a displayed price on the merchandise tag.

20. (Previously presented) A price indication label for applying to a merchandise tag comprising:

- a backing sheet;

- an adhesive layer positioned on a face of said backing sheet;

- a transparent label body with first and second opposing faces, the first face of said label body contacting said adhesive layer so that said adhesive layer is located between said backing sheet and said label body;

- a previous price modification display region comprising a first portion of said second face of said label body, and including a modification mark at the second face;

- a current price display region comprising a second portion of said second face of said label body, the current price display region including a price value at the second face; and

- an advertisement display region comprising a third portion of said second face of said label body, said

advertising display region including advertising characters at the third portion of said second face;

wherein the first portion of said second face of said transparent label body permits viewing of a merchandise tag price on a separate merchandise tag aligned with the first portion, except for the modification mark that is superimposed over the merchandise tag price.

21. (Previously presented) The price indication label as in Claim 20, said label further including:

a backing region comprising a fourth portion of said second face of said label body,

wherein the backing region is folded when the label is secured to a tag so that the backing region provides a back support for one of the first through third portions that projects outwardly from an edge of a tag when the label is secured to a tag.

22. (Previously presented) The price indication label as in Claim 20, wherein the modification mark comprises a check mark, double-line strikeout mark or crisscross on the first portion of said label body.

23. (Previously presented) The price indication label as in Claim 20, wherein said advertisement display region comprises a delineating frame, and inside the delineating frame, a desired ground color that contrasts with the color of the frame and the color of the advertising characters.

24. (Currently amended) The price indication label as in Claim 20, said label further comprising a barcode display region comprising a fourth portion of said second face of said label body, said barcode display region displaying barcode information thereon.